

### REMARKS

The objections under the heading drawings have been corrected.

Claim 1 was rejected as being obvious over the ATVEF specification taken by itself.

As mentioned in the background of the present application on page 2, conventionally the distribution of an electronic programming guide is indicated in different ways and different television distribution systems. Examples are given from the Broadcast Plus and Web TV systems. It is noted that there is no uniform way to announce the availability of an electronic programming guide that is recognized by all the available systems/software providers. The present application provides such a technique. As set forth in claim 1, an announcement is transmitted with the enhanced television content. The announcement includes a session identifier having a value announcing the availability of an electronic programming guide for the enhanced television content.

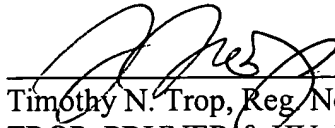
The rejection asserts the ATVEF specification teaches the claimed invention. But, of course, as the Examiner recognizes, the ATVEF specification teaches nothing about using a session identifier to announce an electronic programming guide. The Examiner suggests, because it is well known to transmit electronic programming guides, it would be obvious to use a session identifier to identify an electronic programming guide.

However, to make out a *prima facie* rejection there must be some suggestion within the references to do what is claimed. There is no suggestion to use a session identifier to identify an electronic programming guide transmitted with other content. This has never been considered before and was never proposed. Existing systems like Broadcast Plus and Web TV do not use such a system. The claimed system provides a way that all electronic programming guides could be announced which would facilitate the design of systems to handle electronic programming guides at the receiver. Since nothing suggests the desirability of the modification, the use of hindsight alone is insufficient to make out a *prima facie* rejection.

Therefore, the application should now be in condition for allowance.

Respectfully submitted,

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